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1935



When you study a catalog you want facts and not fancies. It's time you had a real picture of real Pansies and not a painter's dream. We therefore present our four-color photograph of Mastodon Pansies selected from our seed fields by our photographic expert, actual size.

As Pansy specialists for over forty years, we ask you to accept our assurance that all our statements about our Pansies are also facts. Come and see for yourself.

Steele's Pansy Gardens

E. J. STEELE, Manager

M. I. STEELE, Secretary

E. J. STEELE, Jr.,
Production Manager

DONALD STEELE,
Supt. Test Gardens

Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.

Since 1893

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

Air Mail Orders from Atlantic States Reach Us in 20 Hours.

On Air Mail Orders Add 6 cents per oz.



E. J. STEELE

What About Pocket Knives?

An inquisitive gentleman said to me, "What makes you think your pansies are superior to others?"

A perfectly fair question. Suppose you had an ideal, an aim, an ambition to win success in your career by making pocket knives, would you select a 25-cent knife, or would you prefer to make a knife that would cut in two a 6 penny nail? Also a fair question.

But if you choose the 25c type and make a train load a month you'll never find among them a knife that will carve a nail.

My choice would be the super knife, because it would build reputation, confidence, good will and friendship among all my neighbors and in this modern age we of the civilized world *are all neighbors.*

"THE PRICELESS INGREDIENT OF EVERY PRODUCT IS THE HONOR AND INTEGRITY OF ITS GROWER."—*Arabian Nights.*

Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after muslin or light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of muslin to retain moisture. As soon as plants begin to come through freely we remove sheeting permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly.**

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 100 to 125 square feet to sow an ounce of seed broadcast.

Alternate your pansy crop with some other crop.

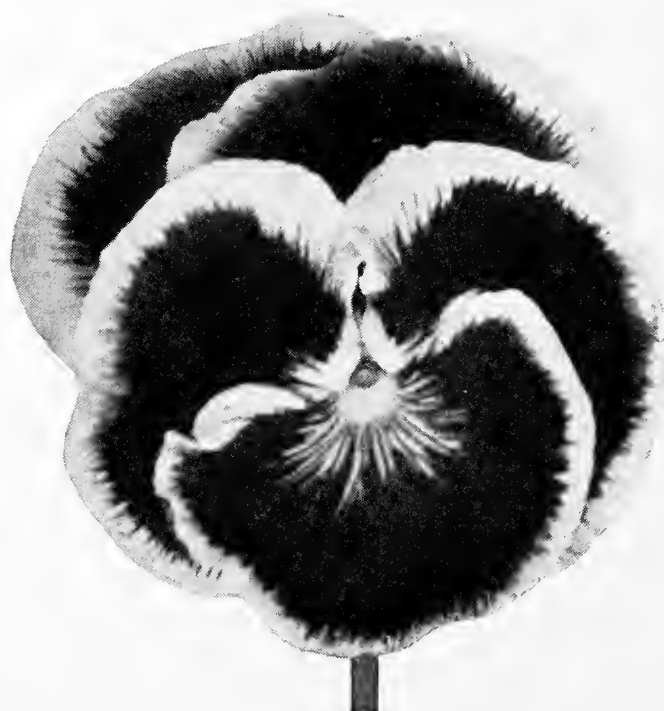
THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED is a revelation to all extensive growers who use our stock.

LEST YOU FORGET

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is **not genuine** unless grown in our gardens.

My friend says, "The guy with the top hat always gets the most snow balls."

E. J. Steele
Manager



One of "Bud's" Mastodous

STEELE'S PANSY GARDENS

PORTLAND, OREGON, U. S. A.



Our Isabelle

HOWDY FOLKS!

Greetings to you! And you!! and especially you!!!

I was born in our pansy gardens and so were my three brothers and a sister. When I was seven years old there was nothing my sister and I could use for money except the proceeds from the sale of blooming pansy plants.

With this happy thought in mind, we took some of Pop's splint baskets and packing a dozen nice assorted colors in each container, we went blithely forth to canvass the neighbors at a "bargain price" of fifty cents per basket.

It happened there was a very "tuff" lot of boys nearby and unless we had a big boy as a body-guard, sister and I had to keep close together, and did we "clean up" on those marauding imps? Guess!

Our office is in our home. In the center are two mammoth flat top desks—twins—to accommodate the cashier, yours truly, and three assistants. Seed cases on three sides of the office. A large fire proof safe is stuffed with bags full of bulk seed including a sack of small packets of priceless novelties and selections of specimen plant seeds from all our catalog varieties—all absolutely priceless and for our trial gardens in our city gardens and at our ranch.

On the walls, a picture of a past famous president and a letter from the White House. "Pop" in his more youthful days mounted on his famous thoroughbred, and plenty of calendars! Here let me mention a profound secret (I must whisper it to you). "Pop" is very fond of Beautiful Lady Calendars!

The thrills of the day begin with the arrival of the morning mail at 8:30. The first assistant cuts all sealed containers, and second assistant "opens" the letters and sorts out all cash with orders and stamps each order with date received, and amount of cash or checks enclosed. Kept separate are all requests for catalogs, etc and other information. There are letters of praise and thanks and sometimes the genial gentleman of yesterday has had a bad night of it and wakes up in the morning to take it out on us instead of his own hired man! It's funny, but "Pop" never gets "sore". He says he can remember in days gone by when he felt just like that.

One day a new customer on the Atlantic Coast mailed us an order and three days later there came a "hot" letter—"Why the delay in sending my order?" And so to wake us up properly, he sent in a complaint to our friend the Editor of the New York Florists Exchange. Thus his complaint was mailed one day before we received his order. This happened in Prohibition days.

Third assistant enters remittances in cash book and yours truly makes out invoices in duplicate and shipping containers to match. First assistant then fills orders, checking each item on invoice, which is passed to second assistant who re-checks same. Then all orders are sealed and stamped for mailing; and finally total number of orders received is checked against total number ready for shipment.

"Pop" says, "What can be more important than great care in germination of your pansy seed?" There are several ways you can lose the most perfect seed, through lack of care. Please believe me when I say, there is never any "old" or imperfect seed in this office and therefore could not be sent out by "mistake". Last summer came an order from a lady of over eighty, who with her husband had been a customer of more than twenty years, until he passed on. From that time she carried on her small industry alone.

"Dear Sirs: While I have never made a complaint before, at this time I am positive you have mixed the seed you sent me including seed one year old, two years old and three years old. I can tell by the way it came up."

We replaced the order, but "Pop" wrote,

"Dear Mrs. X: Watch germination and consider this—if you were in the egg business, and you sold a doubtful egg and a bad egg with every good egg, how long would your business last?"

Too much to tell you about our office, but what a joy it would be to all of us if you could visit us. Father, mother, sister Irene, and brothers E. J. Jr., and Donald. "Pop" says, "Every customer I have ever met was glad to see me. I hope it may always be thus and it is up to all of you in the office to make it so and we of the Pansy fields will do our part."

Cheerio!

Isabelle Steele Layman

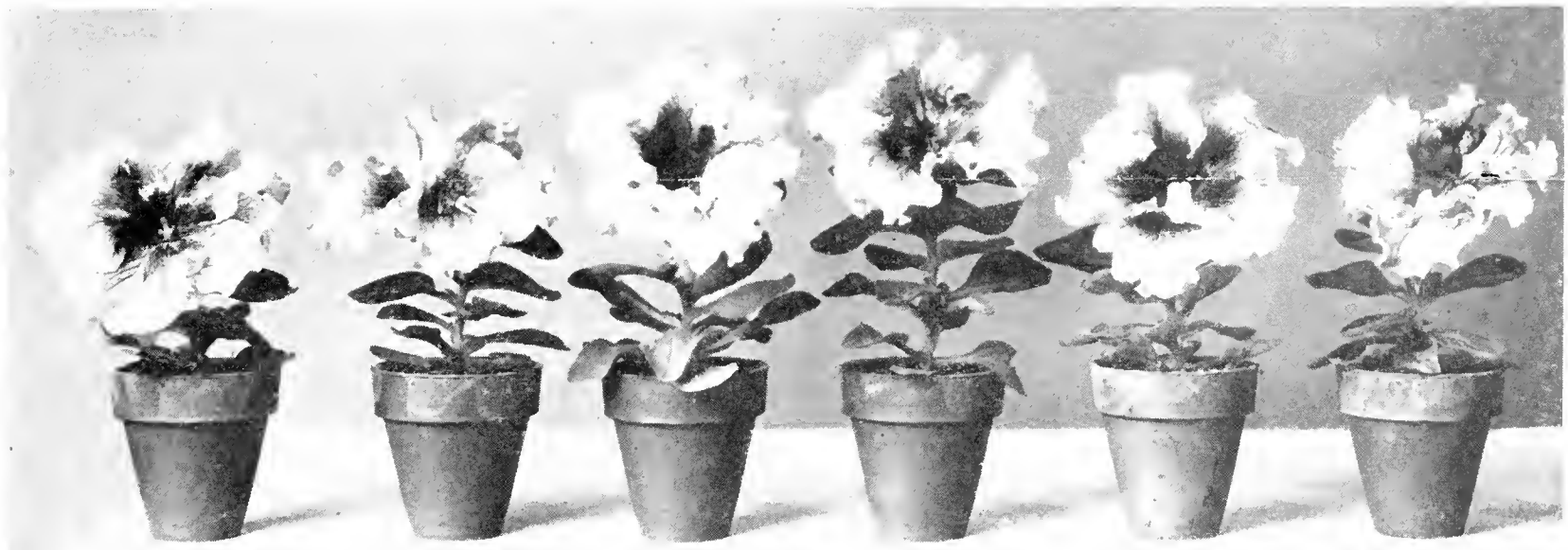
STEELE'S PANSY GARDENS

WINTER FLOWERING SWEET PEAS

- BALL'S ORANGE**—A magnificent flower of a glistening orange color, long stemmed. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- SUNRAY**—A glowing soft cerise on cream ground. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- GIANT ROSE**—Rose-pink. A heavy producer and one of the best bread and butter varieties. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- SPRING SONG**—A beautiful large rich salmon pink. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- WHITE HARMONY**—Strong growing black seeded white. Germinates easily and stems are long, flowers large, and of exquisite form. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- LAVENDER HARMONY**—Finest lavender, strong growing and free flowering. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.
- VULCAN**—Bright scarlet blooms which do not burn even in strongest sunlight. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.
- GLITTERS**—One of the finest of its color, cerise with orange cast. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.



Giant Rose—1/3 Natural Size



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1.	PINK —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
5.	RED WITH BLACK CENTER50
7.	RED and WHITE variegated. Immense size. Large yellow center50
11.	DIENER'S ELK'S PURPLE —Very fine.....	.25
19.	GIANT PINK GLORY —This is one of the varieties which attracts the attention of customers immediately. Very large50
20.	MAUVE —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant50

OTHER VARIETIES OF SMALLER SIZE (Single)

No.	Tr. Pkt.
9. EARL OF KENTFIELD (THEODOSIA) —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding	\$0.25

DOUBLE PETUNIA TYPES

38. DOUBLE RUFFLED MONSTERS MIXED —Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%	1.00
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• One packet each of 8 varieties—Price \$3.50 •



Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1935 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE

“STEELE'S MASTODON.” See Page 2.

Jumbo Mixed—Earliest of all. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to $4\frac{1}{4}$ inches in diameter! In all our 42 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: $\frac{1}{16}$ oz. \$1.00; $\frac{1}{8}$ oz. \$1.75; $\frac{1}{4}$ oz. \$3.25; $\frac{1}{2}$ oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$40.00.

Super Maple Leaf Mixed (1934 Novelty)—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price: $\frac{1}{16}$ oz. \$1.00; $\frac{1}{8}$ oz. \$1.50; $\frac{1}{4}$ oz. \$2.75; $\frac{1}{2}$ oz. \$5.25; oz. \$10.00; 2 oz. \$19.00; 4 oz. \$36.00

Improved Sea Blue—Swiss. The most beautiful shade of blue we have ever seen. Very large. Price: $\frac{1}{16}$ oz. 65c; $\frac{1}{8}$ oz. \$1.00; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{2}$ oz. \$3.75; oz. \$7.00.

Super Swiss “400” Mixed—Grand in size, form, color and substance. Huge jewels of velvet and red and gold, with variations of those colors, including shades entirely new. Price: $\frac{1}{16}$ oz. 75c; $\frac{1}{8}$ oz. \$1.25; $\frac{1}{4}$ oz. \$2.25; $\frac{1}{2}$ oz. \$4.25; oz. \$8.00; 2 oz. \$15.00.

Miracle Mixed—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: $\frac{1}{16}$ oz. 65c; $\frac{1}{8}$ oz. \$1.00; $\frac{1}{4}$ oz. \$1.75; $\frac{1}{2}$ oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

Masterpiece Mixed—Long stems. For cut flowers only. Price: $\frac{1}{16}$ oz. 85c; $\frac{1}{8}$ oz. \$1.50; $\frac{1}{4}$ oz. \$2.50; $\frac{1}{2}$ oz. \$4.75; 1 oz. \$9.00; 4 oz. \$31.00.

“Aces” Mixed—Fine Market strain. Price: $\frac{1}{16}$ oz. 50c; $\frac{1}{8}$ oz. 85c; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{2}$ oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

Golden Gate—A monster Golden Yellow. Dark center

Vulcano—Burgundy red, long stems.

Mlle. Irene—A henna red type, new to pansies.

Isabelle—A ruffled bronze and yellow.

The price of each of the four varieties named above is: $\frac{1}{16}$ oz. 65c; $\frac{1}{8}$ oz. \$1.00; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{2}$ oz. \$3.75; oz. \$7.00.

Panama Pacific—A large yellow.

Madame Steele—Elk's purple; immense blooms; a perfect self.

Parisian Yellow—A pure yellow.

Improved Aurora (New)—Rose and red shades.

Bronze—Very large. Many shades.

Improved Beaconsfield—Upper petals lavender tinge, lower petals violet shades.

Black—Nearly all jet black.

Adonis—Light blue and lavender shades.

Grand Duke Michel—The largest all-white pansy.

The price of each of the nine varieties named above is $\frac{1}{16}$ oz. 50c; $\frac{1}{8}$ oz. 85c; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{2}$ oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above

OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE NOT RESPONSIBLE FOR THE CROP.